

What is the show?

Anne – a normal 13-year old girl who thinks she knows everything – gets transported to Amphibiland – a rural, small-town swamp full of frog-people. There, with the help of an excitable young frog named Sprig – **she will transform from a self-centered kid into a more thoughtful, empathetic person, and discover the first true friendship of her life.**

CORE CHARACTERS:



ANNE BOONCHUY

Anne is a normal, modern 13-year-old girl. She's smart, charming, funny, manipulative, and wants to matter. Unfortunately, like all teens, Anne thinks she knows everything. She's willing to fudge the rules a bit if it means having some fun or making life easier. Once she's transported to Amphibiland, Anne doesn't know what to do. There's no running water, no decent food, *no internet*. It's a nightmare! The only saving grace in this gross, swampy world is her new friend Sprig Plantar, his grandpa Hop Pop, and his sister Polly. The Plantars are a positive influence on Anne and, despite her teenage instincts, they help her evolve into a more thoughtful, empathetic person. Anne seems lazy and irresponsible at first, but she is fiercely loyal to her friends and has confidence and courage to spare. There's a hero inside of her waiting to be born; it's just going to take a little work to drag it out of her.

SPRIG PLANTAR

In the dreary community of Wartwood Swamp, Sprig stands out due to his energy and optimism. He is an earthy, curious, and excitable young frog that can't wait to try all that life has to offer. He craves new experiences and a buddy to share them with. He's innocent, but also has the brains and the instincts to get by in a frog eat frog world. Sprig has a LOT of interests. If there's something he doesn't know about, he wants to learn. That's why he's FASCINATED by Anne. She's a traveler from another world! Most frogs would find that horrifying, but Sprig is all in. Even if Anne snaps one day and eats them all, it's a small price to pay for the unique experience he's gained by being with her. Behind Sprig's supercharged exterior is a young kid who is secretly afraid of becoming his grandfather and spending the rest of his days in the same, familiar swamp.





HOP POP PLANTAR

Hop Pop is gruff, stern, and overprotective of his family, which was working just fine until Anne came along and changed everything. Hop Pop loves tradition and is a firm believer in “the old fashioned way.” He feels that doing things the easy way is for cowards and criminals. Pain and suffering are their own reward. That archaic outlook is always being challenged his family, and especially by Anne. With Anne around, Hop Pop is learning that just because something is new and different doesn’t mean it’s evil. Hop Pop may be a workhorse, and he may stick to the routines that he’s followed his entire life, but he only wants what’s best for his family.

POLLY PLANTAR

Polly is a pollywog who is not afraid to say what she thinks or feels with no filter whatsoever. She is a grounded pragmatist - the voice of reason and unvarnished truth. Polly is brave, foolhardy, and is up for just about anything. She can't get into too much trouble, though, because she's still at an age where she's constantly under adult supervision. Anne and Polly are both strong-willed and savvy, but where Anne is sly, Polly is more of a straight-forward, battering ram type of girl.



THE WORLD



The world of Amphibiland is as bizarre as it is familiar and horrifying as much as it is comforting. The best way to think about our setting is a quiet Amish town surrounded by a medieval fantasy adventure. **The majority of our stories will take place in the sleepy swamp community of Wartwood, where the Plantars live**, and will involve the community of peculiar characters around them. **But deep in the woods surrounding them, danger lurks.** Giant snakes and herons prowl, looking for an easy snack. Toad bandits stash their stolen goods. This is a world of contrast, mystery, excitement and swamp flavored fun. The frogs who live here have pastoral/medieval levels of technology and some fun Flintstones-y work-arounds more than modern conveniences. For example: glowbugs are stuck in jars and more or less take the place of lightbulbs.



THE PEOPLE OF WARTWOOD



The townsfolk have a strong sense of community, proudly calling themselves "Swampies." Everyone who lives here is a bit off, in their own unique way. If you're a Swampie, it doesn't matter how weird you are – the community will accept you. But even in a community of eccentrics, Sprig creativity stands out... usually not in a good way. His creative restlessness has caused a ton of problems for the Swampies, and now that Anne's here, things are about to get even crazier.

Anne, just by her presence and modern sensibilities, will transform this community. The Swampies will become smarter and savvier, just from having to deal with her. And in turn, Anne will start to value the simplicity and resolve of the Swampies, and admire the fact that they remain joyful and optimistic in this difficult and dangerous world.

SOME OF THE WEIRDOS THAT LIVE HERE

Mayor Toadstool – Loud and blustering, Mayor Toadstool is a career politician who is constantly running for re-election. He loves attention, power, and all the “perks” that come with being mayor. He sees the inhabitants of Wartwood Swamp as gullible but useful tools to be manipulated for his own gain... except for the Plantars. He thinks the entire Plantar family are major screw-ups, mostly because they see through his facade. He'd LOVE to run them out of town; all he needs is a good reason.



One-Eyed Wally – Town eccentric and junk salesman. He lives in his cart and is paranoid, excitable, and panics easily. Wally is leery of Anne, believing that she's a monster who will eventually eat everyone in town.



Mrs. Croaker – Mrs. Croaker is an old lady who lives in the dilapidated farmhouse next to the Plantars. She comes off as sweet and senile at first but occasionally shocks people with her edge and quick wit. Her house is full of odd and interesting stuff that suggests she's lived an odd and interesting life, even if she doesn't seem to remember it.



Maddie Flour – Maddie is the odd and unsettling daughter of the local baker. She carries a creepy doll, seldom blinks, and claims to have visions about the fates of everyone in town. She is Sprig's age and the two of them were recently engaged.



Felicia Sundew – Owner and proprietor of *Felicia's*, an artisanal tea shoppe full of specialty items from all over Amphibia. Felicia values the beauty of nature in all its wonder, and capitalism (not necessarily in that order). She's also a bit nosy and tends to horn in on the conversations of her clientele, constantly offering up "helpful" advice. Felicia is a single mother to Ivy, and tends to be more of a friend to her daughter than a parent, a relationship that Sprig is envious of. Why can't Hop Pop be more like her?



Buck Leatherleaf – Quiet, taciturn, and Sam Elliot-like, Buck is the Chief of Police in Wartwood Swamp. Buck is the kind of frog who doesn't get too worked up about the goings-on of a small swamp community. Buck believes in the spirit rather than the letter of the law. In fact, Buck's actually a terrible policeman. He's too soft hearted, eventually letting everyone off with a wink and a "stern warning."



Leopold Loggle – Loggle is the local woodsmith. He loves trees, furniture, and the smell of varnish. He's a terrible salesman due to his forgetfulness and odd speech patterns. Because of that, he's always on the verge of going out of business. He's always berating himself and seems constantly disappointed and downtrodden.

Ivy Sundew – Ivy is the daughter of Felicia Sundew, and one of the few frogs in Wartwood who actually gets Sprig. They have a long-standing game in which they see who can ambush the other more. No matter how much *some people* want to start a romance between them, she and Sprig are just friends. JUST. FRIENDS. Kinda...



3 Girls, 3 Races

Amphibiland is populated by 3 kinds of people and an important part of the world building will rely on how these groups interact and think about one another. There are stereotypes about each group that couldn't be more wrong.



FROGS

Frogs are by far the most plentiful and common people living in Amphibiland. Small, humble, and unassuming, most frogs just want to get by. Farming is a common and popular occupation for a frog.



TOADS

Strong and proud, Toads are known for their bravery and resilience. Toads supposedly have bad tempers and poor hygiene. Many are local law enforcement and bodyguards. A toad who loves the arts and music would seem ridiculous to many.



NEWTS

Elegant and mysterious, Newts are known for being brilliant scientists, philosophers, and artists. Some of Amphibiland's finest works have sprung from the hands of a newt. They have a beautiful city called Newtopia which is Amphibiland's capital. Are they condescending? You better believe it!

WILDLIFE OF AMPHIBILAND

The creatures that inhabit Amphibiland should feel like **monstrous or gigantic versions of animals that live in gardens and share an ecosystem with frogs in real life**. Ordinary dungeons & dragons fantasy creatures would feel completely out of place so stay away from things like minotaurs, griffons, goblins, etc.

EXAMPLES:



Giant centipedes



Oversized spiders



Big ol' piranhas



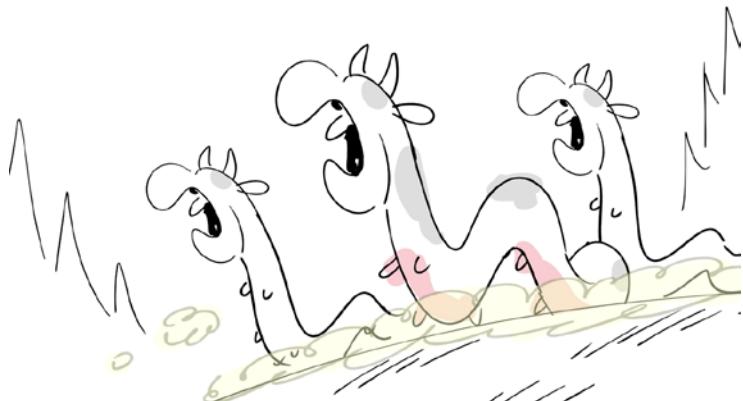
Three headed snakes



Domesticated dragonflies

Some creatures can also be fun combinations of animals that have no business being combined in our world!

Examples:



The "cow-a-pillar"



Elephant shrews!



Starnosed badger-moles!

PLACES AROUND WARTWOOD SWAMP

- City Hollow
- Grub 'n Go grocery store
- Stumpy's Restaurant
- Felicia's Cafe
- One-Eyed Wally's Junk Cart
- The Farmer's Market
- Loggle's Woodshop
- Tuti's Massage Parlor
- Swamp Slushies slushie stand

NEWTOPIA

A major city outside of the Swamp, Newtopia is the crown jewel of Amphibiland – a city full of culture and new ideas. The residents of Wartwood Swamp don't always trust the frogs from Newtopia, because the frogs from Newtopia tend to look down on them.

Sprig has never been there, but is dying to go... And as soon as Hop Pop says he's old enough, that's the first place he's taking Anne. Because if there's a frog in Amphibiland that'll be able to get Anne home, chances are he or she is living in Newtopia.

11-MIN PREMISES:

Passing the Ladle

Every year, Wartwood holds a pot-luck contest, and every year the Plantars come in last place and end up in the shame cage. But this year is different. This year they have Anne! This soon leads to disaster when Anne leads the family on a quest to make the ultimate food: Pizza. After gathering almost all of the necessary ingredients, the only item left to get are tomatoes – a delicacy in Wartwood. The reason they’re so rare is that tomato plants are vicious, frog-eating monstrocities. Can Anne and the Plantars get their tomatoes without being eaten, or will they wind up in the shame cage yet again?

Fur-sonal Space

Anne finds a caterpillar that looks and acts like Domino, her cat from back home! Anne names it Domino 2 and takes it to the Plantar’s, determined to make it her pet... despite Hop Pop’s strict NO PET rule. But if she wants to keep Domino 2, she’ll have to keep it a secret from Hop Pop. And when Domino 2 starts acting funny and wrecking the Plantar’s house, Anne starts to realize that it’s not as much like her cat as she thought... and having Hop Pop find out about it may be the least of her worries.

Breaking Hop Pop’s Cane

When Anne carelessly breaks Hop Pop’s favorite cane, she’s positive that Hop Pop is going to kick her out of the house. Sprig, Polly, and Anne will do whatever it takes to not let that happen, including replacing the cane with wood from the dreaded DOOM TREE. But the Doom Tree is not what it seems, and Anne and the kids soon realize that replacing the cane might cost them their lives!

Breakout Star

It’s the most horrible thing ever! Anne’s face breaks out with pimples! Anne is mortified, until she finds out that the frogs in Wartwood think the pimples are like warts – beautiful ruby red warts! Anne becomes a major celebrity and becomes the talk of the swamp, causing a rift between herself and the Plantars. And when Mayor Toadstool raises Anne’s celebrity to the next level (to use for his own advantage), Anne has to decide if a life of fame and fortune is worth losing the only frogs who like her for who she really is.

Flood, Sweat, and Tears

When Anne’s basement bedroom becomes flooded, she and Sprig bunk together as roommates until Hop Pop can fix the leak. It doesn’t take long before they realize that being roommates is drastically different than being friends. As tensions between them start to mount, Anne and Sprig start to wonder if their friendship will survive. And when Anne and Sprig set out to fix the basement leak themselves, they soon discover the flood waters contains some unexpected “guests,” and in order for Anne and Sprig to survive, they’ll have to get over their petty differences and work together.

Grub-hog Day

It's Grub-hog Day, and there's a huge celebration in town. And who is chosen to be the Master of Ceremonies for the honorary grub-hog? (a cross between a grub worm and a hog). Sprig! While goofing off with the grub-hog, Anne and Sprig accidentally lose it. In order to keep Sprig from becoming the WORST Master of Ceremonies in Grub-hog Day history, Anne comes up with a plan to make a puppet, stick her arm in it, and pretend to be the Grub-hog. Can Anne and Sprig keep their secret WITHOUT getting Anne's arm chopped off?

Contagi-Anne

Anne is sick of the endless chores she has to do around the farm. She needs a little R&R, and knows just how to get it – she's going to fake being sick. It's the perfect plan, until the lack of Anne's help causes Hop Pop, Polly, and Sprig to *actually* get sick. And when the family's illness turns into the dreaded frog disease "Red Leg," Anne has to take desperate measure to make sure they don't die because of her lies.

Dating Season

When Anne discovers that Sprig has been spending quality time getting ambushed by Ivy Sundew, she's giddy with excitement. Finally! A romance she can meddle with! But Sprig is adamant that he and Ivy are JUST FRIENDS. Nonsense! And when Hop Pop and Felicia get involved, Sprig and Ivy's friendship becomes a full-on courtship ritual. Hop Pop and Felicia are anxious to turn the kids' friendship into a marriage/business merger. Sprig and Ivy finally revolt from the courtship that neither one of them wanted, only to discover that their families have been snatched up by a couple of love doves. Sprig and Ivy set out to rescue their families from the vicious, but gorgeous, love doves, while also setting them straight about the nature of their relationship.

CONFIDENTIAL



ANNE'S BACKSTORY

How we're telling it

Ordinarily, a show like this would start in our world and detail how Anne and her friends got sent to Amphibiland. We want to try something more engaging: the show will start with Anne already separated from her friends and trapped in Amphibiland. **Gradually, over the course of the first season, the mysterious details of how and why she got sent here will be revealed.**

Cool, but what actually happened?

Anne and her two best friends Marcy and Sasha were a misbehaving trio of girls who were a problem to their classmates, teachers, and parents. While making mischief, the three of them decided to steal a cool looking frog music box from a thrift store. When the girls play the music box under the harvest moon, the portal to Amphibiland opens and sucks the three of them in.

Anne wakes up in an unfamiliar swamp, alone and with broken pieces of the music box in her hands. Amphibiland will offer the three girls a chance to learn more about themselves and right their ways. **Their quest back home and to find one another will explore the dynamics of their relationship back home and the complicated changing nature of friendship.**